



CROATIAN TOURISM 2015

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Results of tourist traffic

December

Arrivals

+ 16%

181.522

Overnights

+ 14,4%

452.498

Domestic tourists

Arrivals / Overnights

Arrivals : 65.396

+ 23,1%

Overnights : 154.559

+ 16,9%

Results of tourist traffic by counties

December

| County | Arrivals | Arrivals growth/decrease | Overnights | Overnights growth/decrease | Share of overnight stays |
|------------------------|----------|--------------------------|------------|----------------------------|--------------------------|
| City of Zagreb | 68.973 | 22,43 | 123.140 | 20,49 | 27,21 |
| Kvarner | 32.000 | 5,65 | 86.122 | 7,78 | 19,03 |
| Istra | 29.057 | 12,84 | 86.062 | 2,26 | 19,02 |
| Splitsko-dalmatinska | 18.498 | 13,82 | 67.341 | 35,58 | 14,88 |
| Dubrovačko-neretvanska | 17.527 | 21,69 | 44.451 | 12,47 | 9,82 |
| Zadarska | 8.353 | 13,05 | 26.916 | 12,85 | 5,95 |
| Šibensko-kninska | 3.217 | 6,95 | 12.322 | 1,72 | 2,72 |
| Ličko-senjska | 3.897 | 29,04 | 6.144 | 44,36 | 1,36 |

Results by emitive markets – top 20

December

1. Italy

2. Austria

3. Germany

4. Slovenia

5. BiH

| Arrivals | Growth / Decrease | Overnigh ts | Growth / Decrease | Share of overnight stays |
|-------------------|-------------------|-------------|-------------------|--------------------------|
| 18.877 | -0,2 | 42.169 | -1,9 | 9,32 |
| 13.895 | 20,02 | 40.218 | 18,62 | 8,89 |
| 8.555 | 30,41 | 32.349 | 27,08 | 7,15 |
| 14.107 | 6,00 | 30.873 | 4,35 | 6,82 |
| 8.745 | 36,21 | 28.464 | 36,80 | 6,29 |
| Total share top 5 | | | | 38,5% |

Domestic tourists



1. By arrivals
65.396 (+ 23,1%)
1. By overnights
154.559 (+ 16,9%)

Results by emitive markets – top 20

December

| Nr. | Country | Arrivals | Arrivals growth/decrease | Overnights | Overnights growth/decrease | Share of overnight stays |
|----------------------|----------------|----------|-----------------------------|------------|-------------------------------|-----------------------------|
| 6. | USA | 5.570 | 105,54 | 13.338 | 71,22 | 2,98 |
| 7. | Serbia | 3.705 | 1,90 | 11.117 | 27,77 | 2,48 |
| 8. | Korea | 7.911 | 18,75 | 10.130 | 19,74 | 2,26 |
| 9. | UK | 1.722 | -33,5 | 6.394 | -11,1 | 1,43 |
| 10. | France | 1.755 | -32,8 | 5.236 | -28,4 | 1,17 |
| 11. | Hungary | 2.092 | 38,36 | 5.016 | 28,98 | 1,12 |
| 12. | Japan | 3.058 | -11,1 | 4.141 | -9,1 | 0,92 |
| 13. | Switzerland | 1.418 | 5,35 | 4.017 | -3,7 | 0,90 |
| 14. | Netherlands | 901 | -18,2 | 3.873 | -8,3 | 0,86 |
| 15. | Poland | 1.010 | 9,43 | 3.652 | -5,2 | 0,82 |
| 16. | Australia | 861 | 32,46 | 3.516 | 80,68 | 0,79 |
| 17. | Russia | 820 | -12,3 | 3.057 | -3,6 | 0,68 |
| 18. | Macedonia | 1.103 | 44,75 | 2.960 | 22,36 | 0,66 |
| 19. | Albania | 1.764 | -13,6 | 2.888 | -7,3 | 0,64 |
| 20. | Czech Republic | 811 | 28,12 | 2.752 | 8,39 | 0,61 |
| Total share - top 20 | | | | | | 57,2% |

DESTINATIONS – Top 20

Overnights - December

Zagreb



123.140
+20,49%

Opatija



39.356
-4%

Split



38.218
+78%

Dubrovnik



34.130
+13,4%

Poreč



21.003
-1%

Results of tourist traffic

January - December

Arrivals

+ 8,3%

14.149.587

(+1.084.483)

Overnights

+ 6,8%

78.568.577

(+5.006.186)

Domestic tourists

Arrivals

/ Overnights

Arrivals: 1.412.129

+ 10,3%

Overnights: 7.062.118

+ 8,5%

Results of tourist traffic by counties

January - December

| County | Arrivals | Arrivals growth/decrease | Overnights | Overnights growth/decrease | Share of overnight stays |
|------------------------|-----------|--------------------------|------------|----------------------------|--------------------------|
| Istra | 3.557.548 | 8,72 | 23.600.908 | 5,95 | 30,04 |
| Splitsko-dalmatinska | 2.603.619 | 9,35 | 14.647.619 | 8,44 | 18,64 |
| Kvarner | 2.470.613 | 8,58 | 13.210.999 | 7,82 | 16,81 |
| Zadarska | 1.535.972 | 5,48 | 10.720.179 | 6,25 | 13,64 |
| Dubrovačko-neretvanska | 1.506.139 | 6,75 | 6.787.502 | 4,44 | 8,64 |
| Šibensko-kninska | 882.621 | 5,62 | 5.628.166 | 5,60 | 7,16 |
| Ličko-senjska | 572.575 | 9,58 | 2.197.914 | 8,11 | 2,80 |
| City of Zagreb | 1.020.500 | 11,99 | 1.775.290 | 12,63 | 2,26 |

Results by emitive markets– top 20

January - December



1. Germany

2. Slovenia

3. Austria

4. Czech R.

5. Italy

| Arrivals | Growth / Decrease | Overnights | Growth / Decrease | Share of overnight stays |
|-------------------|-------------------|------------|-------------------|--------------------------|
| 2.156.120 | 6,31 | 16.725.132 | 6,61 | 21,29 |
| 1.265.792 | 6,04 | 8.141.973 | 4,57 | 10,36 |
| 1.163.401 | 8,58 | 6.476.809 | 8,13 | 8,24 |
| 724.913 | 3,63 | 5.104.490 | 3,83 | 6,50 |
| 1.037.742 | 6,80 | 4.970.788 | 7,04 | 6,33 |
| Total Share top 5 | | | | 52,72% |

Domestic tourists



2. By arrivals
1.412.129 (+10,3%)
3. By overnights
7.062.118 (+8,5%)

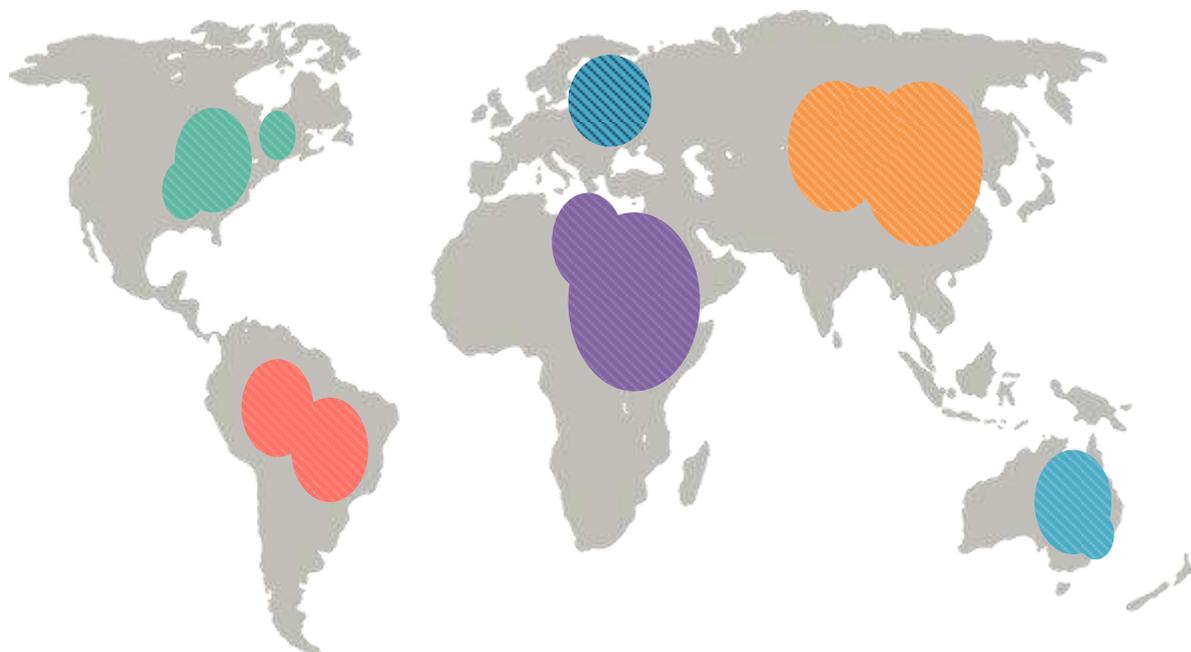
Results by emitive markets – top 20

January – December

| Nr. | Country | Arrivals | Arrivals growth/decrease | Overnights | Overnights growth/decrease | Share of overnight stays |
|--------------------|-------------|----------|--------------------------|------------|----------------------------|--------------------------|
| 6. | Poland | 664.205 | 4,52 | 4.515.235 | 4,82 | 5,75 |
| 7. | Slovakia | 395.985 | 5,24 | 2.711.332 | 5,63 | 3,45 |
| 8. | UK | 500.822 | 13,07 | 2.599.142 | 14,28 | 3,31 |
| 9. | Netherlands | 345.785 | 6,34 | 2.522.087 | 2,97 | 3,21 |
| 10. | Hungary | 451.312 | 16,54 | 2.469.774 | 15,47 | 3,14 |
| 11. | France | 449.436 | 4,24 | 1.790.527 | 2,37 | 2,28 |
| 12. | Bosnia | 306.356 | 22,08 | 1.678.455 | 20,09 | 2,14 |
| 13. | Sweden | 215.204 | 5,75 | 1.192.008 | 4,17 | 1,52 |
| 14. | Switzerland | 201.298 | 11,23 | 944.778 | 12,41 | 1,20 |
| 15. | USA | 314.315 | 21,55 | 898.013 | 25,79 | 1,14 |
| 16. | Russia | 109.121 | -24,3 | 853.431 | -27,7 | 1,09 |
| 17. | Belgium | 159.334 | 5,43 | 821.459 | 4,28 | 1,05 |
| 18. | Norway | 129.401 | -9,7 | 810.519 | -9,2 | 1,03 |
| 19. | Serbia | 107.478 | 8,19 | 677.859 | 12,71 | 0,86 |
| 20. | Denmark | 81.293 | -5,8 | 551.414 | -8,6 | 0,70 |
| Total share top 20 | | | | | | 84,58 |

Share of overnight stays - continents

January - December



| | Share | Overnights |
|---------------|-------|--------------------|
| Europe | 86,8 | 68.185.317 (6,1%) |
| North America | 1,52 | 1.190.409 (23,89%) |
| South America | 0,32 | 251.364 (20,31%) |
| Asia | 1,63 | 1.281.872 (17,1%) |
| Africa | 0,1 | 82.271 (12,13) |
| Australia | 0,59 | 464.888 (11,5%) |

DESTINATIONS – Top 20

Overnights: January – December

Rovinj



3.261.789

+4%

Dubrovnik



3.092.577

+5,4%

Poreč



3.085.208

+9%

Medulin



2.415.565

+4%

Umag



2.218.673

+9%

DESTINATIONS – Top 20

Overnights: January - December

| | | | |
|----|------------------|-----------|------|
| 6 | Island of Lošinj | 1.875.692 | 2,8 |
| 7 | Zagreb | 1.775.290 | 12,6 |
| 8 | Tar-vabriga | 1.570.156 | 1,0 |
| 9 | Crikvenica | 1.548.841 | 12,1 |
| 10 | Pula | 1.542.102 | 6 |
| 11 | Funtana | 1.492.179 | 7 |
| 12 | Zadar | 1.421.302 | 6 |
| 13 | Vrsar | 1.418.416 | 3 |
| 14 | Vir | 1.388.691 | 6 |
| 15 | Split | 1.353.957 | 22 |
| 16 | Labin | 1.336.576 | 4 |
| 17 | Novalja | 1.265.252 | 7 |
| 18 | Novigrad | 1.262.973 | 7 |
| 19 | Makarska | 1.193.286 | 9 |
| 20 | Šibenik | 1.155.770 | 8 |



Revenue – foreign tourists

| 3. quarter | I-IX 2015. |
|----------------------|----------------------|
| 5,008 billion eur | 7,298 billion eur |
| +7,5% | +7,6% |
| + 348,5 billion eur | +518,8 billion eur |



*Thank you for your
attention*



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